



## Virginia Green Partner Profile:



## Exhibits, Inc. Richmond and Virginia Beach, Virginia

**Virginia Green** is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations; and this profile provides a full list of all their "green" activities.

**Virginia Green Partners** are primarily committing to help support *Virginia Green* and encourage their customers to join or do business with Virginia Green-certified participants. Although not necessarily tourism facilities themselves, Partners are expected to practice green activities in their own facilities as well!

### Exhibits, Inc.

"Exhibits, Inc. has provided full-service convention decorating services in the Mid-Atlantic region since 1959. We offer our clients a comprehensive package of tradeshow support and equipment, including floor plans and layout assistance, freight management, exhibit storage and shipping solutions, and value-added customer support."

"Virginia offers an abundance of first class facilities, amenities and services to the meeting and convention industry. As a partner in this industry, we at Exhibits, Inc. work to encourage state, regional and national organizations to explore and utilize the exciting opportunities for meetings available throughout the Commonwealth."



**Green Statement:** "Conserving and protecting our precious natural resources needs to be more than just talk, and at Exhibits, Inc. we recognize and take pride in the value of these contributions. The "Go Green" program provides a wonderful opportunity for our employees to be recognized for their promotion and support of environmental conservation."

### CORE ACTIVITIES for all *Virginia Green Partner Organizations*

- ☒ **Support Virginia Green.** Partners must promote the Virginia Green Program to clients, members, and staff and encourage them to do business with Virginia Green participants. This partner organization pledges that they:
  - Encourage clients who are in the tourism industry to join Virginia Green.
  - Strive to design projects that minimize overall environmental impacts and incorporate the use of efficient systems and sustainable materials.
  - Carry and promote environmentally-friendly products and provide services that minimize the use of harmful chemicals and materials.

- Have a travel / conference policy that encourages employees to stay in / do business with Virginia Green or similarly-minded facilities.
- Send out emails or mailers to their membership about Virginia Green.
- Set a goal for recruiting their member facilities.
- Include a Virginia Green feature in their newsletter or other publication.
- Display the Virginia Green certificate prominently in their facility / offices and use the Virginia Green window decals.
- Use the Virginia Green logo on signage pointing out recycling or other "green" improvements in your facility.
- Highlight their involvement in Virginia Green on their website and include a link to their Virginia Green facility profile

☒ **Green Meetings and Conferences.** When Virginia Green Partners hold meetings or conferences they must provide recycling and make an effort to reduce the use of Styrofoam and other disposables. This partner pledges that they:

- Have eliminated the use of Styrofoam cups and plates
- Purchase disposable plates/cups/utensils that are made from biodegradable materials

☒ **Recycling and Waste Reduction.** Virginia Green Partners are highly encouraged to maintain a comprehensive recycling program if they have a facility. This partner pledges that they:

- Recycle: glass, aluminum cans, plastic, office paper, toner cartridges, newspaper, cardboard, packing supplies, electronic equipment
- Track overall waste bills
- Have numeric goal to reduce overall materials that go to the landfill
- Use bulk soap dispensers instead of individual soaps
- Encourage suppliers to minimize packaging and other waste materials
- Make 2-sided copies/ printed materials
- Use electronic correspondence and forms
- Use "green" cleaners that are dispensed in bulk
- Purchase durable equipment and furniture
- Use latex paints
- Re-use paint thinners
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use a last-in/first-out inventory and labeling system
- Use less toxic materials
- Recirculates wooden pallets for freight transportation
- Encourages electronic distribution of Exhibitor Service Manuals or website posts

☒ **Water Conservation.** Virginia Green partners are highly encouraged to have a plan for conserving water in their facility that should consider plumbing modifications and landscaping. This partner pledges that they:

- Track overall water usage and wastewater
- Have a numeric goal to reduce water consumption over time
- Perform preventative maintenance to stop drips and leaks
- Discourage water-based cleanup (sweeping first)
- Have an effective landscape management plan which utilize drought tolerant species

☒ **Energy Efficiency.** Virginia Green partners are highly encouraged a plan in place that encourages replacement of lighting and equipment to energy-efficient alternatives in their facility. This partner pledges that they:

- Track overall energy bills
  - Have a numeric goal of how much they want to reduce their energy usage over time
  - Have high efficiency heating & air conditioning (HVAC) systems
  - Perform preventative maintenance on HVAC system
  - Use natural lighting
  - Use directional (downward-facing) lighting in parking areas and other outdoor areas
  - Member of the Telework! VA Program to reduce employee transportation
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For more information on **Exhibits, Inc**, see [www.xhibitsinc.com](http://www.xhibitsinc.com) or contact **Angie Stubblefield** at [angie\\_stufflefield@xhibitsinc.com](mailto:angie_stufflefield@xhibitsinc.com) or 804-788-4400.

For more information on *Virginia Green*, see <http://www.deq.state.va.us/p2/viriniagreen/homepage.html> or go to [www.viriniagreentravel.org](http://www.viriniagreentravel.org).



*Virginia Green* is the Commonwealth's campaign to encourage environmentally-friendly practices in all aspects of Virginia's tourism industry. *Virginia Green* is supported through a partnership between the Virginia Department of Environmental Quality, the Virginia Hospitality & Travel Association, and the Virginia Tourism Corporation.

